

(19) World Intellectual Property Organization  
International Bureau



(43) International Publication Date  
1 March 2001 (01.03.2001)

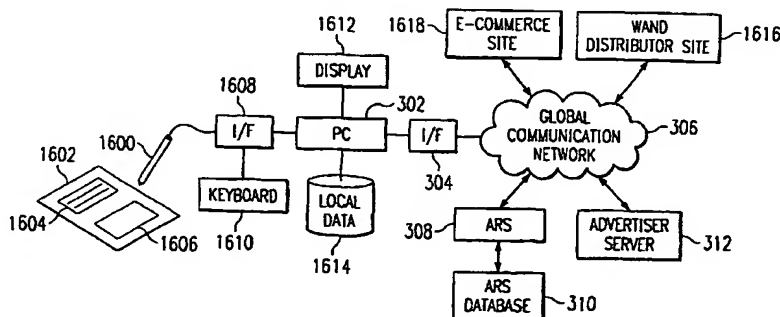
PCT

(10) International Publication Number  
**WO 01/15021 A2**

- (51) International Patent Classification<sup>7</sup>: **G06F 17/30**
- (21) International Application Number: **PCT/US00/21452**
- (22) International Filing Date: **4 August 2000 (04.08.2000)**
- (25) Filing Language: **English**
- (26) Publication Language: **English**
- (30) Priority Data:
- |            |                             |    |
|------------|-----------------------------|----|
| 09/382,427 | 24 August 1999 (24.08.1999) | US |
| 09/382,425 | 24 August 1999 (24.08.1999) | US |
| 09/382,373 | 24 August 1999 (24.08.1999) | US |
| 09/382,371 | 24 August 1999 (24.08.1999) | US |
| 09/382,375 | 24 August 1999 (24.08.1999) | US |
| 09/379,699 | 24 August 1999 (24.08.1999) | US |
| 09/379,700 | 24 August 1999 (24.08.1999) | US |
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- (81) Designated States (*national*): AE, AG, AL, AM, AT, AU,  
AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CR, CU, CZ,  
DE, DK, DM, DZ, EE, ES, FI, GB, GD, GE, GH, GM, HR,  
HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR,  
LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ,  
NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM,  
TR, TT, TZ, UA, UG, UZ, VN, YU, ZA, ZW.
- (84) Designated States (*regional*): ARIPO patent (GH, GM,  
KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZW), Eurasian  
patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European  
patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE,  
IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG,  
CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG).

[Continued on next page]

(54) Title: **METHOD AND APPARATUS FOR ESTABLISHING CONNECTION TO A REMOTE LOCATION ON A COMPUTER NETWORK**



(57) Abstract: A method for establishing a connection between a user (302) and a remote location (312) on a computer network (306) is provided, including multiple embodiments. A web browser may be opened and launched in response to an audible signal (111) received at the user location. The web browser automatically retrieves and displays information associated with the received audio signal from a remote site. A bar code (1606) which has no embedded routing information may be scanned to extract bar code information (1802). The bar code information is then utilized to obtain routing information (2102) which directs a user to the remote location. A web browser may be launched by a non-browser input which is correlated to simulate a predetermined browser input. The web browser automatically retrieves and displays information from the remote site. A unique code which has no embedded routing information is then associated with the unique information and utilized to direct a user to the remote location. An existing machine-readable code on a product may be scanned to extract a product code embedded therein which includes no routing information. The code is then associated with routing information to direct a user to the remote location. A product code having product information is disposed in close association with the subject product. The product information is then extracted from the code and network routing information is associated with the product information. A tool (1600) having a unique ID (1804) is utilized in conjunction with a user computer. In response to utilizing the tool, the user is connected to a remote location associated with the unique ID of the tool.